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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/709,211	11/09/2000	Gregg Williams	20508-000100	2557
20350	7590	03/24/2004	EXAMINER	
TOWNSEND AND TOWNSEND AND CREW, LLP TWO EMBARCADERO CENTER EIGHTH FLOOR SAN FRANCISCO, CA 94111-3834			COLON, CATHERINE M	
			ART UNIT	PAPER NUMBER
			3623	

DATE MAILED: 03/24/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/709,211	WILLIAMS ET AL. <i>MJ</i>	
	Examiner	Art Unit	3623
C. Michelle Colon			

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 09 November 2000.
 2a) This action is **FINAL**. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-25 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-25 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. The following is a Non-Final Office Action in response to the communication received on November 9, 2000. Claims 1-25 are now pending in this application.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

3. Claims 1-7, 10-12, 15-17 and 20-23 are rejected under 35 U.S.C. 102(e) as being anticipated by Frangione et al. (U.S. 6,516,189).

As per claims 1, 10, 15, 20 and 21, Frangione et al. discloses a method, computer program product, apparatus and system for analyzing subscription information, comprising:

receiving a plurality of subscription information (col. 3, line 46-col. 4, line 9; col. 6, lines 22-50; Figures 1-4; The system gathers a variety of subscription information from wireless customers.);

archiving said plurality of subscription information into a repository (col. 4, lines 10-15; col. 11, lines 61-67; The information is sent to a control center where it is stored.);

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retrieving from said repository a plurality of selected subscription information (); transforming said plurality of selected subscription information into transition table format (col. 4, lines 16-18; col. 11, lines 24-46; Figure 5; The information is formatted into database tables. A data mining application is used to retrieve select information from the tables.);

populating a facts database with said transition format information to produce at least one of a plurality of facts tables with a summarization of said transition format information (col. 12, lines 1-31; Figure 5; A data mining application is used to aggregate and analyze the data and produce summary tables.);

denormalizing said summarization of said transition format information to produce a plurality of denormalized information, said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database (col. 12, lines 1-61; col. 17, lines 56-62; Figures 5-7; The data mining application aggregates the data into several database tables.); and

providing a report based upon said denormalized information (col. 12, lines 12-31);

wherein said at least one of a plurality of facts tables comprises at least one of source category table, a source table, a campaign table, and a panels table (col. 12, lines 1-61; col. 17, lines 56-62).

As per claims 2-5, Frangione et al. discloses the method of claim 1, wherein denormalization comprises: populating selected information from at least one of a

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plurality of facts tables to a key table (col. 12, lines 1-61; col. 17, lines 56-62; Figures 5-7; The data mining application aggregates the data into several database tables.).

As per claims 6, 11, 16 and 22, Frangione et al. discloses the method, computer program product and system of claims 1, 10, 15 and 21, further comprising:

receiving input of at least one criteria for at least one of a plurality of reports (col. 13, line 48-67; Figures 11, 16, 17, 21, 25; The data mining receives input for what information to report.); and

providing said report based upon said denormalized information according to said at least one criteria (col. 13, line 48-67; Figures 11, 16, 17, 21, 25; The system generates reports based on a variety of information.).

As per claims 7, 12, 17 and 23, Frangione et al. discloses the method, computer program product and system of claims 1, 10, 15 and 21, further comprising:

receiving input of at least one criteria for at least one of a plurality of tables and configuring said at least one of said plurality of tables based upon said at least one criteria (col. 7, lines 31-48; col. 11, lines 24-38; The data is gathered based on system configuration constraints.).

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

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5. Claims 8, 9, 13, 14, 18, 19, 24 and 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Frangione et al. (U.S. 6,516,189).

As per claims 8, 9, 13, 14, 18, 19, 24 and 25, Frangione et al. does not expressly disclose the method and computer program product of claims 1, 10 and 15, further comprising requiring a username and password to access reporting procedures. However, protecting the identity and other personal information of consumers is an old and well known concern in the art. Thus, at the time of the invention, it would have been obvious to a person of ordinary skill in the art to require a username and password to access reporting procedures, where reporting procedures would provide detailed consumer information, because doing so would ensure that only authorized personnel are able to access the consumer information.

Conclusion

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Brown et al. (U.S. 6,026,368) discusses an online interactive system that monitors subscriber data;
- Cathey et al. (U.S. 5,778,182) discusses a usage management system; and
- Ainsbury et al. (U.S. 6,078,924) discusses a method for collection, interpretation and analysis of information.

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to C. Michelle Colon whose telephone number is 703-605-4251. The examiner can normally be reached Monday – Thursday from 8:30am to 5:30pm and every other Friday from 8:30am to 5:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz, can be reached at 703-305-9643.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-308-1113.

Any response to this action should be mailed to:

Commissioner of Patents and Trademarks

Washington D.C. 20231

or faxed to:

703-305-7687 [Official Communications; including After Final communications labeled "Box AF"]

703-746-7202 [For status inquiries, draft communication, labeled "Proposed" or "Draft"]

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal Drive, Arlington, VA 7th floor receptionist.

CMC
cmc
March 19, 2004

TARIQ R. HAFIZ
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EXAMINER
TECHNOLOGY CENTER
1400